



VERDEinMED

Interreg
Euro-MED



Co-funded by
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VERDEinMED

Resource Valorisation



Challenge

Textile
sector

Circular
Economy

Textile
Waste
Reduction

Build
Knowledge

National
HUBS

Policymakers
engagement

Main goal

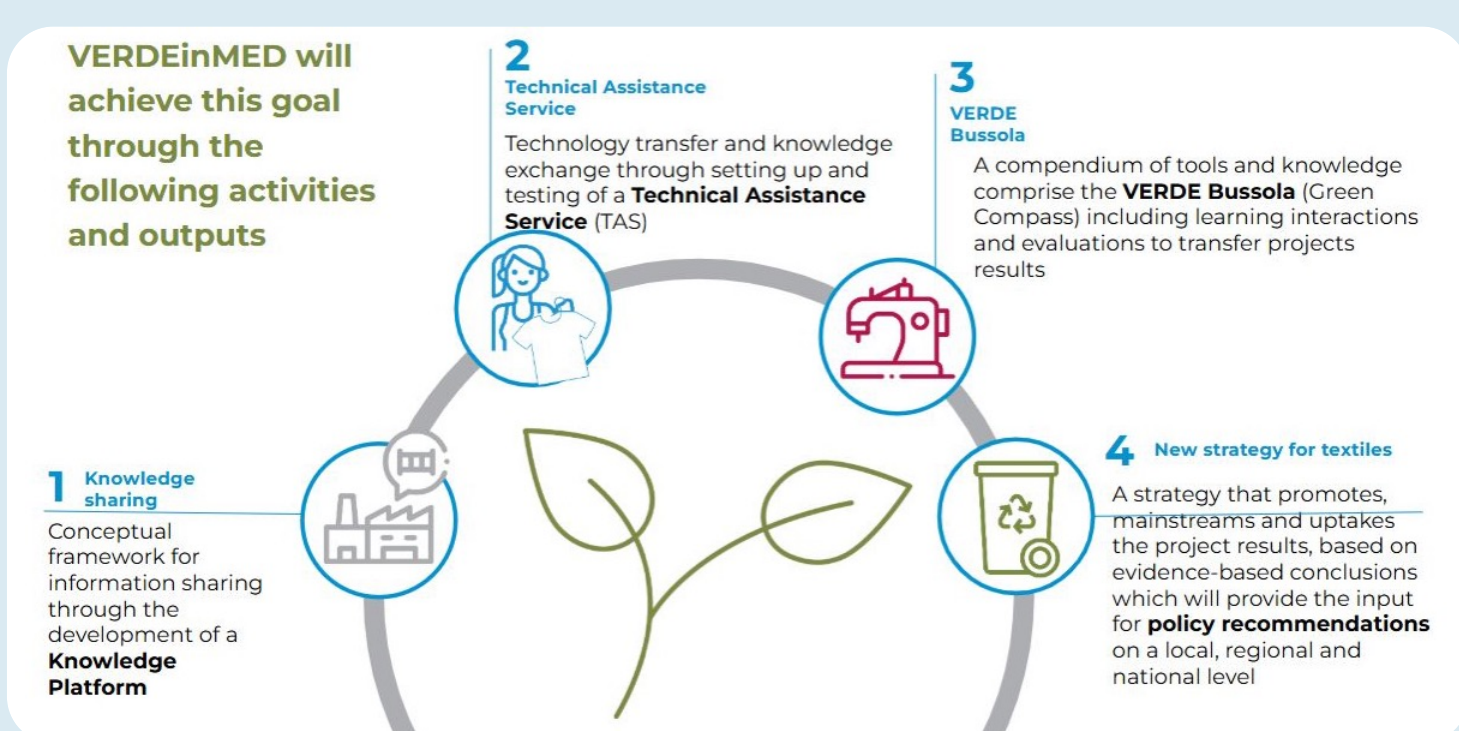
VERDEinMED considers the opportunities and the challenges of taking a user-centred approach to innovation and sustainability within Textile and Clothing (T/C) circular economy. The main aim of VERDEinMED is to provide a set of principles to guide policy makers, businesses and consumers in the transition from traditional production processes to a systemic approach in consideration of the circular economy.

Project outputs

- *Establishment of Support Service*
- *VERDEinMED international collaboration network*
- *Strategy towards a circular economy for textiles*
- *Handbook for transnational use of the VERDE Bussola including learning interactions and evaluations to transfer project results*

Approach and regional scope

The VERDEinMED transnational cooperation approach ensures that diverse backgrounds, starting points and experience of various project and associated partners are considered and used to successfully transfer the outputs of the project and achieve expected results through the combination of the mutual learning and peer-to-peer support approach



Main achievements

By identifying regional and collective challenges, VERDEinMED empowers stakeholders to develop targeted solutions. A SWOT analysis further consolidates these insights, providing a clear understanding of the current state of textile waste management and the collaborative efforts necessary to drive sustainable practices.

By leveraging its Knowledge Platform, workshops, support services, campaigns, and living labs, VERDEinMED addresses capacity, funding, and awareness gaps. It also engages policymakers with targeted activities, focusing on strengthening sustainability in the sector through innovation and circular economy practices under the establishment of national hubs.

Conclusion

VERDEinMED will lead to the green transition and thus to significant structural changes in business models, consumer habits and policy procedures placing sustainability and circularity at the core of each strategy.

Consortium



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